

- Obj: (i) To measure the speed with which a stimulus is correctly identified
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- target - group consumers react

differently to test stimuli than do nontarget-group consumers

-  $\frac{1}{10}$ ,  $\frac{4}{10}$ ,  $\frac{7}{10}$ , 1 sec

\*  
- Samples must be balanced by acuity  
(Speed with which an individual identifies a test stimulus)

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